

8.0 | SOUTHWEST AREA PLAN

Covering a major portion of the Southwest Planning Area is the approximately 3.5-square mile Montgomery community.

8.1 Description/Setting

The Southwest Planning Area consists of approximately 5,753 acres and is generally bounded on the north by L Street, on the south by the Otay River, on the east by Interstate 805 and on the west by the San Diego Bay. The Southwest Planning Area has several mature neighborhoods, including Harborside, Castle Park, Otay Town, Woodlawn Park, Broderick Acres, Whittington Subdivision and West Fairfield. Covering a major portion of the Southwest Planning Area is the approximately 3.5-square mile Montgomery community, which in 1985 was annexed from the County of San Diego. This annexation was the largest inhabited annexation in the State of California up to that time, with approximately 26,000 residents.

The Southwest Planning Area has a grid street pattern and a diversity of land uses, including a mix of residential, commercial and industrial businesses that, in some cases, have evolved over time without adequate planning, and have resulted in land use conflicts.



8.2 Subareas and Districts

The Southwest Planning Area (Figure 5-18) consists of two planning subareas-Montgomery and Castle Park. Within these Subareas are established residential neighborhoods and supporting uses. The Montgomery Subarea includes Planning Districts that, as the City continues to mature, are expected to evolve over time and offer opportunities for both new development and redevelopment. The Planning Districts are the primary focus of the objectives and policies found in this Area Plan.

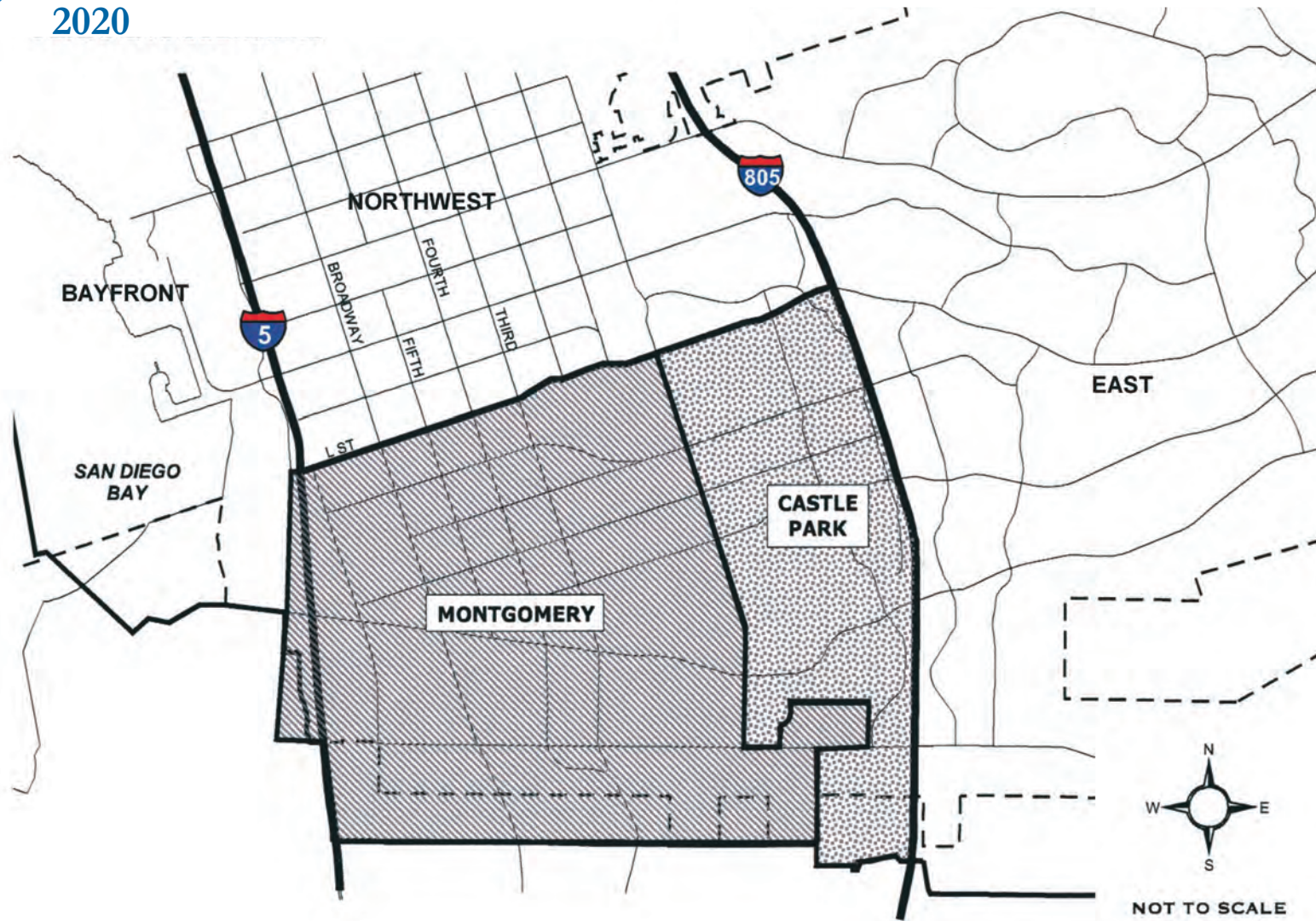
The Southwest Planning Area has five Planning Districts, all within the Montgomery Subarea, which are listed below, and illustrated on Figure 5-19:

- South Third Avenue - Section 8.4.1
- South Broadway Section 8.4.2
- Palomar Gateway Section 8.4.3
- West Fairfield Section 8.4.4
- Main Street Section 8.4.5

In Section 8.3, “Area-Wide Planning Factors, Objectives and Policies” below, issues are addressed and policies are presented that are important to the entire Southwest Planning Area. Subsequently, in Section 8.4, “District Planning Factors, Objectives and Policies,” issues are addressed and policies are presented specifically for the five districts noted above, and their Focus Areas.

Southwest Planning Area

Subareas



City of Chula Vista

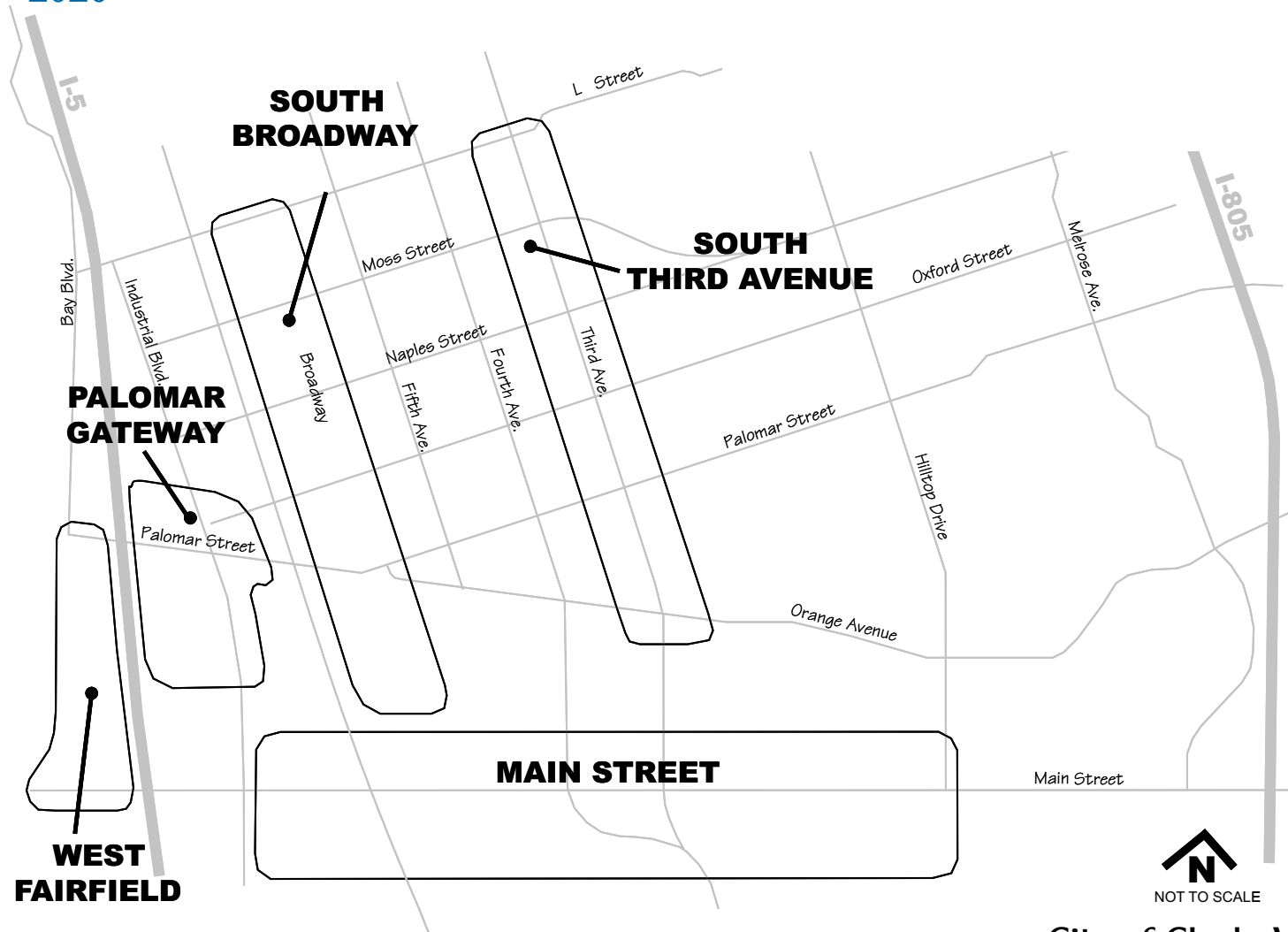
General Plan Update

Figure 5-18 | LUT-#113



Southwest Planning Area

Planning Districts



City of Chula Vista

General Plan Update

Figure 5-19 | LUT-#114

8.3 Area-Wide Planning Factors, Objectives and Policies

There are several topics or issues with respect to the Southwest Planning Area that require a more focused discussion:

- Residential Neighborhoods
- Housing
- Existing Non-Residential Development
- Mobility
- Parks and Recreation
- Open Space Conservation
- Safety and Aesthetics

LUT 8.3.1

Residential Neighborhoods

Southwest Chula Vista includes several stable residential neighborhoods or enclaves, identified as Harborside, Castle Park, Otay Town, Broderick Acres, Woodlawn Park and Whittington Subdivision. To maintain the stability of these neighborhoods, it is important to protect them from the intrusion of incompatible land uses, such as commercial and industrial uses and their associated impacts, including traffic and noise. The policies below are intended to maintain and improve these neighborhoods through: 1) neighborhood revitalization programs that minimize land use conflicts and provide upgrades to existing infrastructure; 2) zoning standards that address appropriate transitions and/or buffers that ensure domestic tranquility; 3) the provision of adequate and available transportation options for residents; and 4) the provision of nearby local retail and other services.

Southwest Chula Vista includes several stable residential neighborhoods or enclaves,

OBJECTIVE - LUT 32

Revitalize and protect existing stable residential neighborhoods in the Southwest Planning Area from adverse land use impacts.

P O L I C I E S

- LUT 32.1** Strive to achieve a balanced residential community through integration of low, moderate, and higher income housing within the Southwest Planning Area, and the adequate dispersal of such housing to preclude establishment of specific low-income enclaves.
- LUT 32.2** Increase investment in the Southwest Planning Area, particularly through uses that will serve both local residential neighborhoods, and also the entire City.
- LUT 32.3** Promote the resolution of basic transportation, traffic, public facilities, and drainage problems within the Southwest Planning Area.
- LUT 32.4** Focus on historic preservation, safety and security, and code enforcement efforts within older neighborhoods in the Southwest Planning Area.
- LUT 32.5** Develop specific design regulations to maintain and encourage quality architecture in the Montgomery District.

LUT 8.3.2 | **Housing**

The Southwest Planning Area has a variety of housing types, including mobile homes, single-family homes, apartments, and condominiums. More housing is needed to accommodate future growth projections. Additional housing opportunities should be located where necessary services are available or can be provided, and where adequate transportation services will also be available. The addition of new housing opportunities for both rental and home ownership should include the provision of adequate infrastructure, including needed parks, schools, adequately sized roads, parking, and other facilities. New housing opportunities within the Southwest Planning Area will be focused along major arterials such as Broadway, Third Avenue and Palomar Street, where adequate services and transportation can be provided and where increased economic viability can also occur.

New housing opportunities within the Southwest Planning Area will be focused along major arterials such as Broadway, Third Avenue and Palomar Street.

OBJECTIVE - LUT 33

Provide additional housing opportunities to accommodate anticipated population needs.

P O L I C I E S

- LUT 33.1** Introduce residential housing with necessary support retail commercial and professional services in a mixed use arrangement within the Palomar Gateway, South Broadway, and South Third Avenue Districts.

LUT 8.3.3

Existing Non-Residential Development

The Southwest Planning Area contains a number of existing non-residential land uses that have developed under prior development standards that today are considered to be non-conforming. Several of these non-conforming land uses still represent viable businesses and should be recognized for their contributions to the community and the economic investment in them that has occurred over time. While non-conforming, many of these land uses can continue to effectively co-exist with conforming uses, provided that upgrades or improvements are permitted to occur.

*Many non-conforming
land uses can continue
to effectively co-exist
with conforming uses.*

OBJECTIVE - LUT 34

Recognize the benefit of permitting existing non-conforming non-residential land uses to improve their properties in a manner that is compatible with the City's goals and policies and with surrounding conforming uses and proposed development.

P O L I C I E S

LUT 34.1

Develop a program that encourages and allows existing non-conforming businesses to upgrade appearances and make reasonable improvements without economic hardship.

LUT 8.3.4 | **Mobility**

The ability for people to move within and outside of the Planning Area in a convenient and timely manner is important. Roadways, transit and other transportation modes, such as bicycles and walking, contribute to a community's mobility.

In addition to the Interstate 5 and Interstate 805 freeways and key arterial roadways (Broadway, Third Avenue and Hilltop Drive), the existing Palomar Street Trolley Station links the Southwest Planning Area to job centers in downtown San Diego and to the U.S.-Mexico border region to the south. However, because many eastern Chula Vista residents use Southwest Planning Area roadways to reach Interstate 5, rapid transit connecting the eastern portion of the City with the Southwest Planning Area will be needed to minimize congestion on surface streets and provide a stronger link between jobs and housing. A north/south shuttle link should also be established to connect southwest Chula Vista with downtown Chula Vista.

Additionally, significant trails or pedestrian pathways providing alternative modes of pedestrian movement are lacking in the Southwest (there are no sidewalks on Palomar Street, for instance), although bicycle facilities (lanes, routes, paths) are provided on major roadways, where appropriate. Opportunities exist within utility rights-of-way on the Bayfront and along the Otay River Valley to provide recreational trails and pedestrian paths to provide alternative means of travel.

Rapid transit connecting the eastern portion of the city with the Southwest Planning Area will be needed to minimize congestion on surface streets and provide a stronger link between jobs and housing.

OBJECTIVE - LUT 35

Provide a multi-modal transportation system to serve the Southwest Planning Area.

P O L I C I E S

LUT 35.1 Support the implementation of enhanced transit service concepts within the Southwest Planning Area.

LUT 35.2 Develop an overall transportation system plan and standards, including an evaluation of transit service levels, to address mobility and accessibility between eastern and western Chula Vista as it affects the Southwest Planning Area, and linkages between downtown and the Southwest Planning Area.

LUT 8.3.4 | **Mobility**

P O L I C I E S

- LUT 35.3** Provide sidewalks throughout the main thoroughfares, such as Palomar Street and Third Avenue.
- LUT 35.4** Provide shuttle service that can access J Street Marina, Broadway, and the E Street loop.
- LUT 35.5** Provide park and ride access at the Palomar Trolley Station and other major transit stations.

LUT 8.3.5

Parks and Recreation

The Southwest Planning Area has 12 parks totaling 57.82 acres, and the Otay Community Center. Through the acquisition and development of underdeveloped parcels, and through the implementation of the planned Otay Valley Regional Park, there are additional opportunities for parks and recreation facilities for new and existing residents.

Opportunities exist to provide future parks and recreation facilities for new and existing residents through the acquisition and development of underdeveloped parcels

OBJECTIVE - LUT 36

Provide park and recreation facilities for new and existing residents in the Southwest Planning Area and strive to achieve a ratio of park acreage to residents equivalent with other areas of the City.

P O L I C I E S

- LUT 36.1** Prepare a revised Parks and Recreation Master Plan that focuses on the location of new local parks to support new and existing residential uses in the Southwest Planning Area.
- LUT 36.2** Provide park and recreation facilities within the Otay Valley Regional Park that will serve residents within the Southwest Planning Area.
- LUT 36.3** Consider the expansion of Lauderbach Park and the provision of improved pedestrian access to the park as redevelopment within the Oxford Focus Area occurs.

Refer to the Public Facilities and Services Element for additional discussion and policies on parks and recreation facilities and services.

LUT 8.3.6 | **Open Space Conservation**

Through natural open space preserve planning efforts such as the Multiple Species Conservation Program, the San Diego National Wildlife Refuge, and the Otay Valley Regional Park, those areas within the Southwest Planning Area where natural systems exist will be the focus of continuing conservation efforts. Opportunities to provide for open space conservation occur within the Otay River Valley and on the Bayfront, both key components of the City's Greenbelt system. Future development opportunities adjacent to these areas, as well as regional park implementation efforts, need to respect and conserve these important open space resources.

Refer to Chapter 9, the Environmental Element, for additional discussion and policies on open space, and to Chapter 8, the Public Facilities and Services Element, for discussion and policies on the Otay Valley Regional Park.

Opportunities to provide for open space conservation occur within the Otay River Valley and on the Bayfront, both key components of the City's Greenbelt system

OBJECTIVE - LUT 37

Provide for natural open space conservation within the Southwest Planning Area.

P O L I C I E S

- LUT 37.1** Provide for the conservation of natural open space within the Chula Vista Greenbelt.
- LUT 37.2** Implement the establishment of an Otay Valley Regional Park.
- LUT 37.3** Identify and protect important public viewpoints and viewsheds along the Otay River Valley and the Bayfront, where native habitat areas exist.
- LUT 37.4** Provide for well-designed, safe and secure staging areas, kiosks, and rest stops within the Otay Valley Regional Park area.

8.4 District and Focus Area Planning Factors, Objectives and Policies

Five Districts have been identified within the Southwest's Montgomery Subarea, and are described in this section. This section also identifies proposals for change and improvement within the Districts and provides appropriate policies that will guide implementation of the vision for each District.

The South Third Avenue District is envisioned as an area with more neighborhood - serving commercial uses and better transit service for existing residents

8.4.1 South Third Avenue District

Description of District

The South Third Avenue District (Figure 5-20) is a significant north/south commercial street that links several neighborhoods in the City. The District is generally located between L Street on the north and Palomar Street on the south.

Existing Conditions

Retail and services along Third Avenue support adjacent residential areas. Civic uses, including a post office and Lauderbach Park, are located near the intersection with Oxford Street.

Vision for District

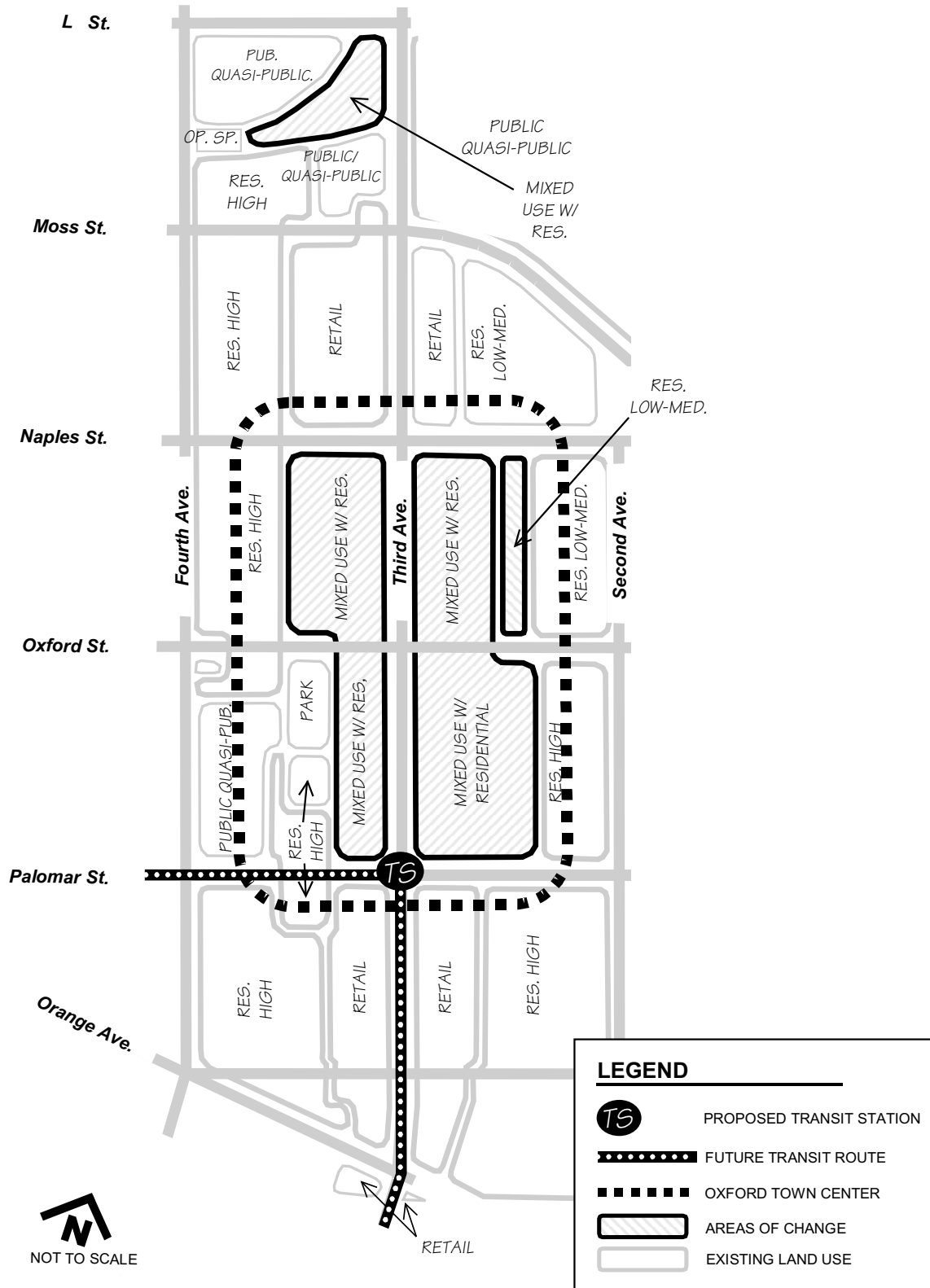
The South Third Avenue District is an area with neighborhood-serving commercial uses and good transit service for residents of the single-family and multi-family homes. It is an attractive area, with recent streetscape improvements and renovated building façades, where residents enjoy walking to do their daily shopping needs or dine in a restaurant. Some redevelopment along Third Avenue has introduced additional residential units above retail shops and professional offices. These physical improvements, plus the addition of more local-serving shops and a community center have helped to create a vibrant mixed use core in the Oxford Town area that has become a community focal point in the Southwest Planning Area.

A transit station near the intersection of Third Avenue and Palomar Street, and a Bus Rapid Transit (BRT) route connect the Palomar Street Trolley Station with the eastern master planned communities and regional commercial centers. The transit station is

within $\frac{1}{4}$ -mile of the Oxford Street/Third Avenue intersection, which has enabled the Oxford Town area to extend and redevelop south on Third Avenue to the intersection of Palomar Street and Third Avenue. Due to proximity to transit, residential densities is higher south of Oxford Street than north of Oxford Street.

Southwest Planning Area

South Third Avenue District



City of Chula Vista

General Plan Update

Figure 5-20 | LUT-#125

LUT 8.4.1 | South Third Avenue District

OBJECTIVE - LUT 38

Redevelop the South Third Avenue District and create a vibrant, mixed use area near the intersection of Oxford Street and Third Avenue.

POLICIES

LUT 38.1 Encourage the clustering of community-oriented services and amenities in and near residential neighborhoods, including a post office, schools, branch libraries, open space and parks, "tot lots" and neighborhood commercial uses near the intersection of Third Avenue and Oxford Street to create a greater sense of community for the Southwest Planning Area.

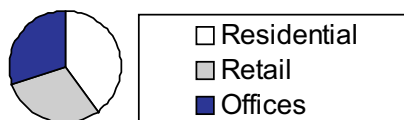
LUT 38.2 Provide for a bus rapid transit station near the intersection of Third Avenue and Palomar Street in concert with the establishment of a transit route connecting the Palomar Trolley Station with eastern Chula Vista.

LUT 38.3: Prepare a specific plan to guide the future redevelopment of the Oxford Town Focus Area as a mixed use neighborhood integrating multi-family housing with office, retail, service and community civic uses at a pedestrian scale.

Uses

LUT 38.4 Encourage the owners of existing commercial shopping centers that contain chain grocery and drug stores to include additional uses, such as restaurants, entertainment, childcare facilities, public meeting rooms, recreation, cultural facilities, and public open spaces, which enhance neighborhood activity.

LUT 38.5 Strive for a distribution of uses within the areas designated as Mixed Use Residential along Third Avenue within the Oxford Town Focus Area to include retail, office and residential, as generally shown on the following chart:



LUT 8.4.1 | **South Third Avenue District**

P O L I C I E S

- LUT 38.6** Encourage multi-family with limited retail in the area designated as Mixed Use Residential south of L Street and west of Third Avenue.
- LUT 38.7** Create a mixed use core with new residential and local serving retail in the area designated as Mixed Use Residential between Oxford Street and Palomar Street in the Oxford Town Focus Area that will serve as the focal point for the community in the Southwest Planning Area.
- LUT 38.8** Retain and enhance local serving retail uses in the area designated as retail between Palomar Street and Orange Avenue.

Intensity/Height

- LUT 38.9** In the South Third Avenue District, residential densities within the Mixed Use Residential designation are intended to have a district-wide gross density of 30 dwelling units per acre.
- LUT 38.10** In the Oxford Town Focus Area, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a focus area-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.8.1 Interpreting the Land Use Diagram for a discussion of district-wide versus parcel-specific FAR).
- LUT 38.11** In the South Third Avenue District, excluding the Oxford Town Focus Area, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a focus area-wide aggregate FAR of 0.5. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.8.1 Interpreting the Land Use Diagram for a discussion of district-wide versus parcel-specific FAR).

LUT 8.4.1 | South Third Avenue District

P O L I C I E S

LUT 38.12 Building heights on both sides of Third Avenue shall be primarily low-rise buildings. Permit low-rise buildings in the Oxford Town Focus Area.

Design

LUT 38.13 Establish a design code that reinforces the safety and serenity of the area, and seeks to establish a coherent, aesthetic, international character to the Southwest Planning Area.

LUT 38.14 The specific plan or other appropriate document prepared to guide development in this area should address design issues to create a sense of place, a pedestrian-friendly environment, enhanced pedestrian linkages, and compatibility with the scale and feel of a cohesive neighborhood community.

LUT 38.15 Use wide sidewalks, through block paseos, and other appropriate design features that enhance the pedestrian environment to link high use areas, such as the post office, library, park, or a concentration of shops, with transit stations or transit stops.

Amenities

LUT 38.16 Community amenities to be considered for the South Third Avenue District as part of any incentives program should include, but not be limited to, those listed in Policy LUT 25.5.

8.4.2 South Broadway District

Description of District

The South Broadway District (Figure 5-21) extends from L Street to the City boundary at the Otay Valley.

Existing Conditions

The South Broadway District includes automobile services, major retail stores and local-serving services for adjacent residential neighborhoods. Automobile-related/repair shops currently exist on South Broadway from L Street to Naples Street and are not compatible with surrounding uses.

Vision for District

The South Broadway District includes additional residential units along South Broadway, and the phased removal of conflicting automobile-related service/repair shops from L Street to Naples Street. The South Broadway District focuses on increasing the viability of retail shops, providing for needed housing opportunities, and improving the appearance of this major corridor.

Automobile-related shops are focused south of Naples Street within areas designated as light industrial areas along Main Street. This is a compatible location for necessary automotive services and avoids land use conflicts on South Broadway, north of Naples Street.

The vision for the South Broadway District includes the introduction of additional residential units along South Broadway

LUT 8.4.2 | South Broadway District

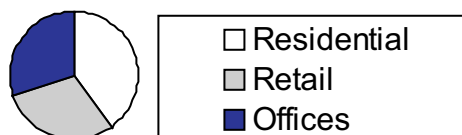
OBJECTIVE - LUT 39

Revitalize land uses along South Broadway between L Street and Naples Street

POLICIES

Uses

- LUT 39.1** Encourage the development of residential units, mixed with appropriate retail and professional office, in the area designated as Mixed Use Residential between L Street and Naples Street.
- LUT 39.2** Retain retail uses south of Naples Street.
- LUT 39.3** Encourage the development of commercial uses, mixed with retail and office, in the area designated as Mixed Use Commercial between Orange Avenue and Main Street.
- LUT 39.4** Retain automobile-related service/repair shops in the area between Orange Avenue and Main Street, with consideration to effects on adjoining residential neighborhoods.
- LUT 39.5** Encourage the relocation of automobile-related service/repair shops from the South Broadway District, north of Naples Street, to more appropriate areas including Broadway south of Naples Street, and within the Main Street District, with consideration to effects on adjoining residential neighborhoods.
- LUT 39.6** Designate uses on the west side of Colorado Street as Light Industrial.
- LUT 39.7** Strive for a distribution of uses within the areas designated as Mixed Use Residential between L Street and Naples Street to be retail, office and residential, as generally shown on the following chart:



LUT 8.4.2 | **South Broadway District**

P O L I C I E S

- LUT 39.8** Strive for a distribution of uses within the areas designated as Mixed Use Commercial between Orange Avenue and Anita Street to be retail and office.
- LUT 39.9** Implement the Broadway Revitalization Plan, as adopted by City Council.

Intensity/Height

- LUT 39.9** In the South Broadway District, residential densities within the Mixed Use Residential designation between L Street and Naples Street are intended to have a district-wide gross density of 30 dwelling units per acre.
- LUT 39.10** In the South Broadway District, the commercial (retail and office) portion of the Mixed Use Residential designation between L Street and Naples Street is intended to have a Focus Area-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the District-wide aggregate (refer to Section 4.8.1 Interpreting the Land Use Diagram for a discussion of district-wide versus parcel-specific FAR).
- LUT 39.11** In the South Broadway District, development within the Mixed Use Commercial designation is intended to have a District-wide aggregate FAR of 0.5. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the District-wide aggregate (refer to Section 4.8.1 Interpreting the Land Use Diagram for a discussion of District-wide versus parcel-specific FAR).
- LUT 39.12** Building heights on both sides of Broadway and along Industrial Boulevard in the South Broadway District shall be primarily low-rise buildings.

LUT 8.4.2 | South Broadway District

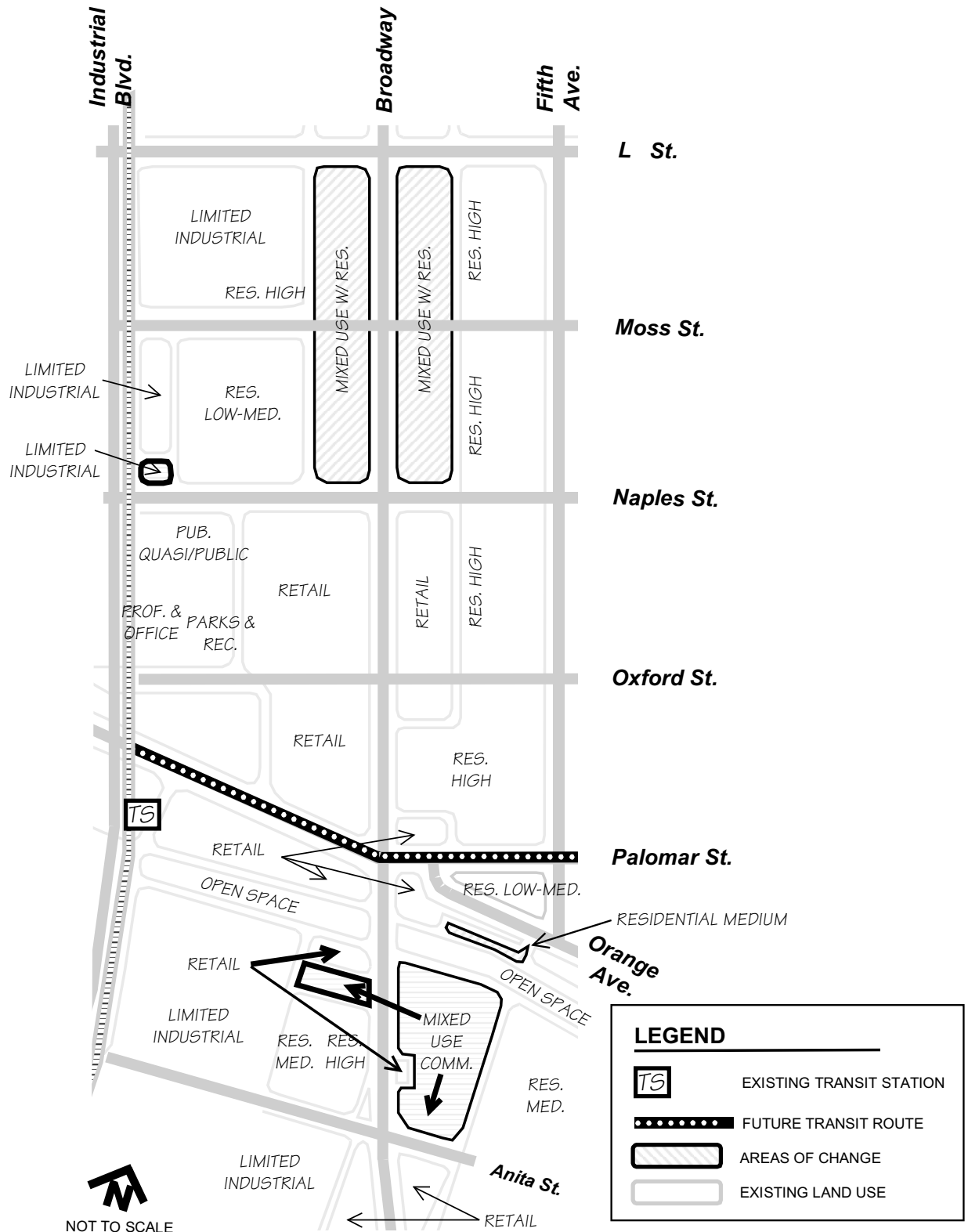
P O L I C I E S

Design

- LUT 39.13:** Encourage the upgrading of older and/or marginal retail uses along the South Broadway District.
- LUT 39.14:** Prepare specific guidelines for the development of mixed use projects on South Broadway between L Street and Naples Street.
- LUT 39.15:** Ensure that light industrial uses on Colorado Street are designed and constructed to front on Colorado Street, provide parking and entry door access on the west side of buildings, and are appropriately buffered from residential uses.
- LUT 39.16:** Develop appropriate siting guidelines and criteria for locating automobile-related service/repair shops in areas that adjoin residential neighborhoods.

Amenities

- LUT 39.17** Community amenities to be considered for the South Broadway District as part of any incentive program should include, but not be limited to, the following, and to those items listed in Policy LUT 25.5:
- Community center or community-oriented gathering facility
 - Sidewalk widening
 - Pedestrian and landscaping improvements
 - Streetscape improvements
 - Recreational and computer rooms
 - Mentor programs for education and entertainment



8.4.3 Palomar Gateway District

Description of District

The Palomar Gateway District (Figure 5-22) is located at the interchange of Palomar Street and Interstate 5, and is characterized by the Palomar Trolley Station, located at the southeast quadrant of Palomar Street and Industrial Boulevard.

Existing Conditions

North of Palomar Street are light industrial businesses and multi-family housing. South of Palomar Street is a mix of single-family and multi-family housing extending south to Anita Street.

Vision for District

The Palomar Gateway District is the major southern gateway into the City and functions as one of the activity corridors in the City. The Palomar Gateway District provides housing and support uses near a regional transit route. Higher density residential development within walking distance of the Palomar Trolley Station provides additional affordable housing opportunities. Local retail and services are along Palomar Street, and more retail and services are in mixed use developments south of Palomar Street.

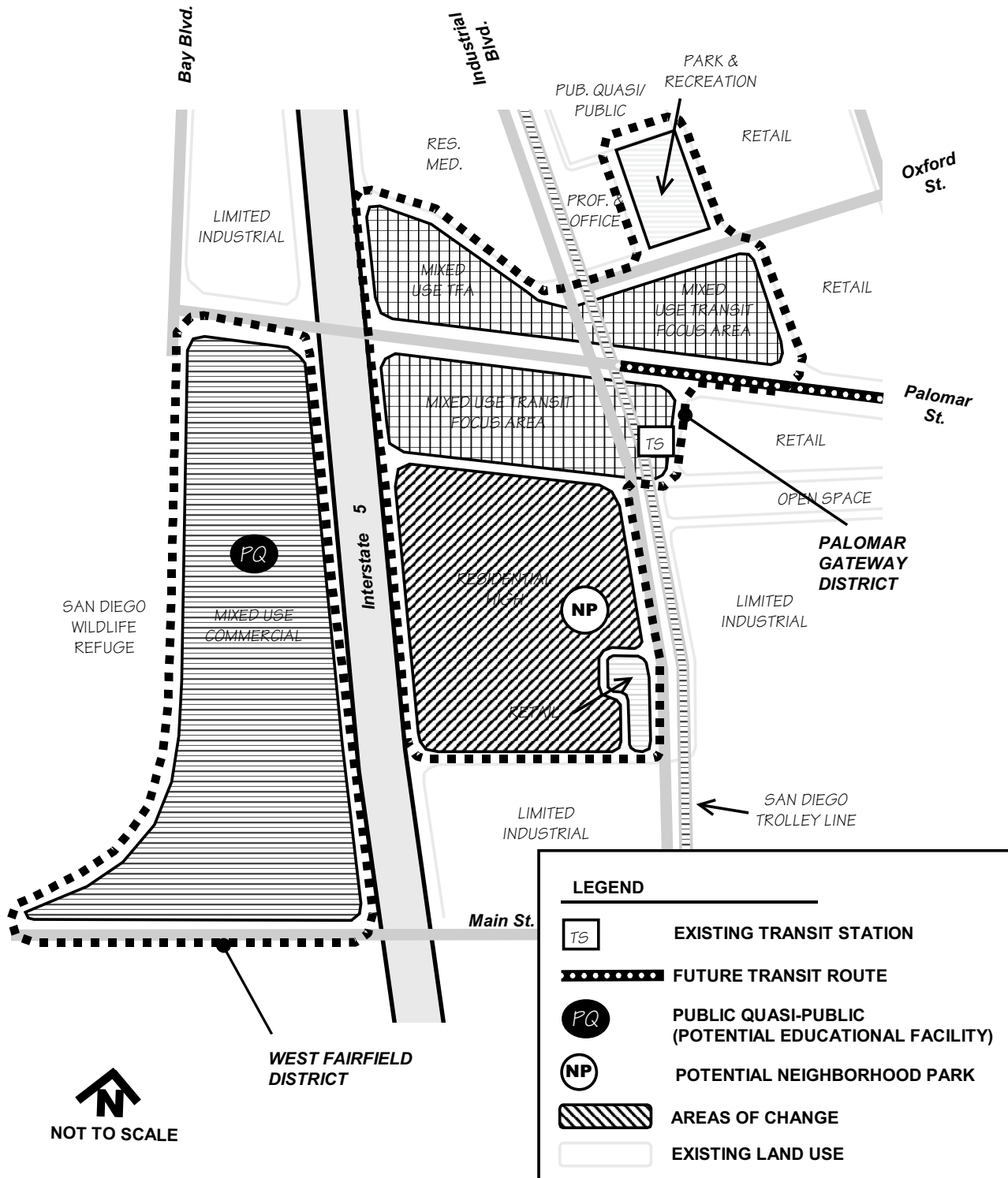
In addition to nearby community-serving retail uses on Broadway and Palomar Street, a new five-acre neighborhood park is located in the area north of Oxford Street, within walking distance of new residential housing.

The Palomar Gateway District is envisioned to be the major southern gateway into the City and to function as one of the activity corridors in the City.



Southwest Planning Area

Palomar Gateway & West Fairfield Districts



LUT 8.4.3 | Palomar Gateway District

OBJECTIVE - LUT 40

Establish a Mixed Use Transit Focus Area surrounding the Palomar Trolley Station.

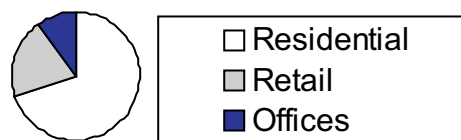
POLICIES

LUT 40.1 Prepare a specific plan for the establishment of a Mixed Use Transit Focus Area on properties north and south of Palomar Street within walkable distance of the Palomar Trolley Station. The specific plan shall include guidelines and zoning-level standards for the arrangement of land uses that include plans for appropriate pedestrian connections and support services for residents as well as those using the transit station.

LUT 40.2 Provide for a five-acre neighborhood park within the Palomar Gateway District.

Uses

LUT 40.3 Strive for a distribution of uses within the areas designated as Mixed Use Transit Focus Area along Palomar Street to include retail, offices, and residential, as generally shown on the following chart:



LUT 40.4 Provide a mix of uses with a focus on retail and some office uses along Palomar Street in the Mixed Use Transit Focus Area with residential uses above and/or behind the retail and offices uses.

LUT 8.4.3 | Palomar Gateway District

P O L I C I E S

LUT 40.5 Provide a mix of local-serving retail and office uses near the Palomar Trolley Station and at the Gateways into the Palomar Gateway District.

Intensity/Height

LUT 40.6 In the Palomar Gateway District, residential densities within the Mixed Use Transit Focus Area designation are intended to have a district-wide gross density of 40 dwelling units per acre.

LUT 40.7 In the Palomar Gateway District, the commercial (retail and office) portion of the Mixed Use Transit Focus Area designation between L Street and Naples Street is intended to have a focus area-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.8.1 Interpreting the Land Use Diagram for a discussion of district-wide versus parcel-specific FAR).

LUT 40.8 Building heights in the Residential High designated area shall be low-rise buildings.

LUT 40.9 In the Palomar Gateway District, permit a maximum floor area ratio of 0.5 and low-rise buildings in the Retail Commercial designated area on Industrial Boulevard adjacent to the area designated as Residential High.

Design

LUT 40.10 Establish design and landscape guidelines for the improvement of Palomar Street as a gateway to the City. These guidelines shall be coordinated with the specific plan for the Mixed Use Transit Focus Area.

LUT 8.4.3 | Palomar Gateway District

P O L I C I E S

LUT 40.11 Explore improvements to Palomar Street and Industrial Boulevard that will provide for desirable and attractive pedestrian crossings.

Amenities

LUT 40.12 Community amenities to be considered for the Palomar Gateway District as part of any incentive program should include, but not be limited to those listed in Policy LUT 25.5.

LUT 40.13 Provide for the development of one Neighborhood Park within or near the Palomar Gateway District.

LUT 40.14 Establish a community/cultural center near Palomar Street and Third Avenue.

8.4.4 West Fairfield District

Description of District

The West Fairfield District (see Figure 5-22), originally part of the Fairfield neighborhood that was severed by the construction of Interstate 5, is located on the west side of Interstate 5, between Palomar Street and Main Street, and is flanked by San Diego Bay on the west.

Existing Conditions

The West Fairfield District has a mix of light industrial and office uses interspersed with older single-family homes and vacant lots. West Fairfield is somewhat isolated from the rest of Chula Vista, due to Interstate 5 forming its eastern edge. Pedestrian routes across the freeway are limited and heavily traveled by cars and trucks. Freeway on- and off-ramps at Palomar Street provide convenient freeway access into the District for vehicles.

Vision for District

The West Fairfield District has been redeveloped through a well-planned and coordinated master plan. There are few land use conflicts, and land uses have been expanded by reclaiming an old San Diego settlement pond to the southwest. The West Fairfield District has good freeway access at Palomar and Main Streets, and it is an employment center, with regional retail and other employment uses. An educational facility is also located in the West Fairfield District.

The vision for the West Fairfield District focuses on the expansion of land uses in the area by reclaiming an old settlement pond to the southwest



LUT 8.4.4 | **West Fairfield District**

OBJECTIVE - LUT 41

Redevelop the West Fairfield District to become an employment center.

P O L I C I E S

- LUT 41.1** Prepare a specific plan or master plan to coordinate redevelopment of the West Fairfield District.
- LUT 41.2** Coordinate with the City of San Diego on the annexation/de-annexation of property that would expand the development area and increase the viability for redevelopment of the West Fairfield District.
- LUT 41.3** Support efforts by the City of San Diego and the United States Fish and Wildlife Service for potential restoration of the historical Western Salt Works building located west of the West Fairfield District.
- LUT 41.4** Provide for the extension of the Bayshore Bikeway along the westerly edge of the West Fairfield District through coordination with SANDAG and the City of San Diego.
- LUT 41.5** Coordinate with CALTRANS on the provision of appropriate pedestrian connections, linking the West Fairfield District with the Palomar Trolley Station over Interstate 5, with any reconstruction of bridges along Palomar Street and Main Street.

Uses

- LUT 41.6** Consider locating an educational facility within the West Fairfield District that would serve the residents of the South Bay and that would take advantage of transit facilities at the Palomar Trolley Station.
- LUT 41.7** Permit a mix of retail commercial, professional office, research and limited manufacturing in the area designated as Mixed Use Commercial west of Interstate 5.

LUT 8.4.4 | **West Fairfield District**

P O L I C I E S

Intensity/Height

- LUT 41.8** In the West Fairfield District, development within the Mixed Use Commercial designation is intended to have a district-wide aggregate FAR of 0.5. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.8.1 Interpreting the Land Use Diagram for a discussion of district-wide versus parcel-specific FAR).

Design

- LUT 41.9** Provide for implementation of the Bayshore Bikeway in the design for West Fairfield, including complementary landscaping and strategic points of access to the bikeway.
- LUT 41.10** Locate retail commercial services near Palomar Street.
- LUT 41.11** Consider integration of the historical Western Salt Works Building design and heritage into the design and amenities for the West Fairfield District redevelopment.

Amenities

- LUT 41.12** Community amenities to be considered for the West Fairfield District as part of any bonus program should include, but not be limited to, those listed in Policy LUT 25.5.

8.4.5 Main Street District

Description of District

The Main Street District (Figure 5-23) functions as a commercial-industrial service area and interfaces with the Otay Town residential neighborhoods north of Main Street and with the Otay River Valley open space to the south. The District is generally located between Industrial Boulevard on the west and Hilltop Drive on the east.

The Main Street District should continue to be the focus of limited industrial uses within western Chula Vista

Existing Conditions

The Main Street District extends between Interstate 5 and Interstate 805 and is predominantly an industrial corridor. While there are relatively large commercial properties on the north side of Main Street, west of Broadway, remaining land uses on the north and south sides of Main Street consist of light industrial uses, also referred to as limited industrial uses. Several storage facilities and some businesses consisting of outdoor storage areas exist in the area.



Vision for District

The Main Street District is the focus of limited industrial uses within western Chula Vista. The appearance of this heavily traveled thoroughfare has improved over the years due to conformance with design standards that encourage attractive buildings and street frontages, and that provide protection of adjacent residential areas.



Light or limited Industrial uses extend within previously disturbed development areas south of Main Street to the edge of the Otay River Valley open space. Mining activities within and adjacent to open space areas have ceased. With the implementation of mining reclamation plans for these areas, there is a balance between restoration of habitat for sensitive biological species, new employment, and other recreation uses.

LUT 8.4.5 | **Main Street District**

OBJECTIVE - LUT 42

Provide for and enhance a strong business district along Main Street that can be balanced between meeting the community's economic needs and establishing a strong open space connection with the nearby neighborhoods.

P O L I C I E S

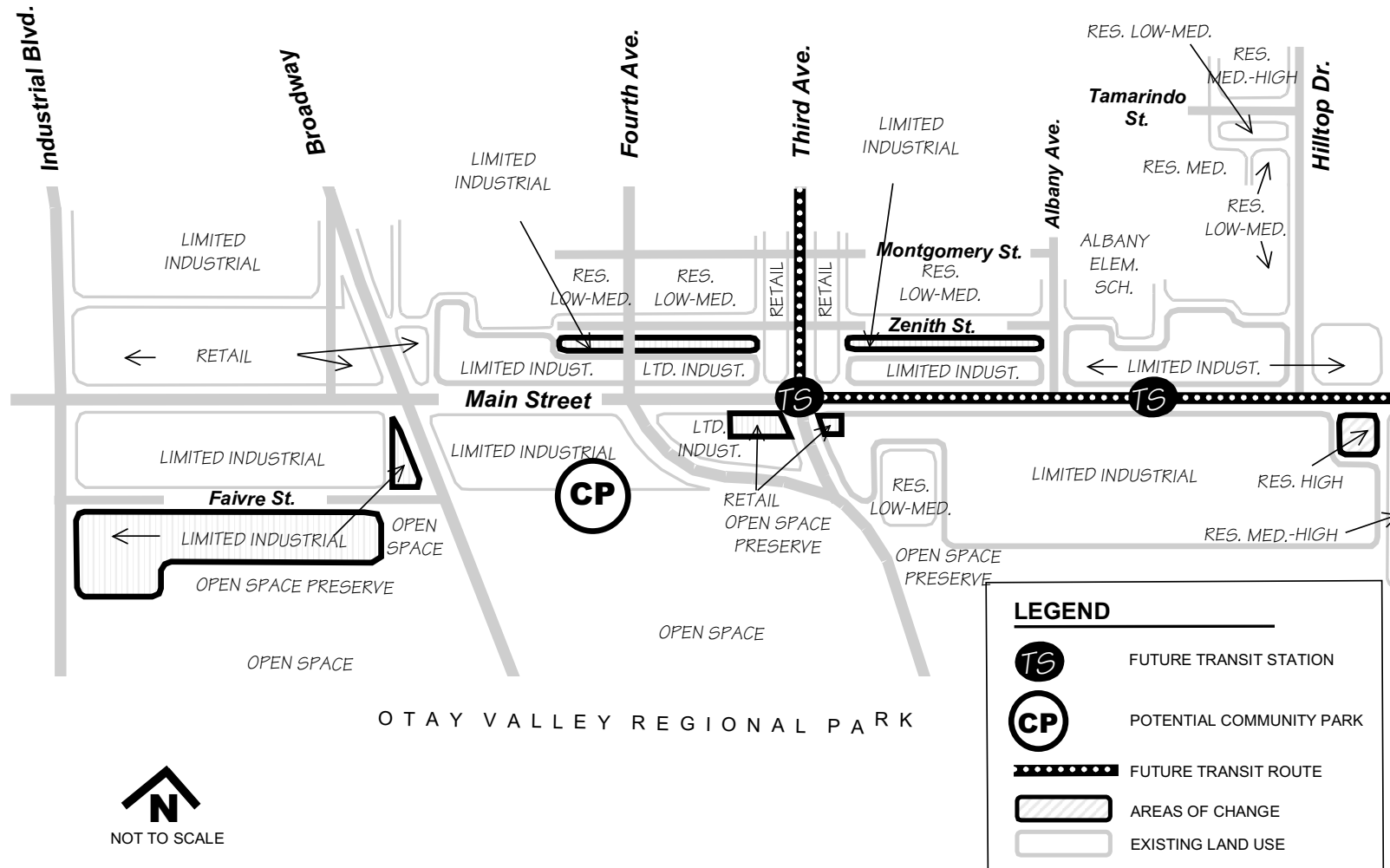
- LUT 42.1** Coordinate implementation of mining reclamation plans with the need to program land for job-creating and recreation uses along the Otay River Valley.
- LUT 42.2** Explore opportunities to restore sensitive habitat areas between Broadway and Beyer Way where mining activities currently exist, through state mandated mining reclamation plans.
- LUT 42.3** Explore opportunities to provide sensitively designed active recreation parks adjacent to the Otay River Valley to meet local as well as regional park needs.
- LUT 42.4** Continue ongoing code enforcement efforts to ensure acceptable property maintenance standards.
- LUT 42.5** Prepare a specific plan for the Main Street corridor area that addresses an increase in depth of Limited Industrial designated land uses on the north side of Main Street back to Zenith Street; establishes design and landscape guidelines and zoning-level standards; and addresses the interface of the Otay Valley Regional Park with land uses on or near Main Street.

Uses

- LUT 42.6** Maintain Main Street primarily as a limited industrial corridor.
- LUT 42.7** Expand limited industrial uses on the north side of Main Street to Zenith Street.

Southwest Planning Area

Main Street District



City of Chula Vista

General Plan Update

Figure 5-23 | LUT-#144

LUT 8.4.5 | **Main Street District**

P O L I C I E S

- LUT 42.8** Provide a limited amount of neighborhood commercial to serve local employees and residents at the intersection of Main Street and Third Avenue.
- LUT 42.9** Allow Residential High uses in the northeastern portion of the Main Street District (in Broderick Acres).
- LUT 42.10** Establish trail staging areas along the Otay Valley Regional Park that provide safe, convenient, and identifiable access from the Southwest Planning Area.

Intensity/Height

- LUT 42.11** Allow a maximum floor area ratio of 0.5 and low-rise buildings in Limited Industrial designated areas in the Main Street Corridor.
- LUT 42.12** Allow low-rise buildings in Residential Medium and Residential High areas.

Design

- LUT 42.13** Prepare design guidelines and standards that address urban development adjacent to the Otay Valley Regional Park.
- LUT 42.14** Require development adjacent to the Otay Valley Regional Park to orient buildings for maximum public access to open space and to provide compatible landscaping along the Park's edge.

Amenities

- LUT 42.15** Community amenities to be considered for the Main Street District as part of any incentive program should include, but not be limited to those listed in Policy LUT 25.5.